

## CLAIMS

1. A granular jelly drink capable of masking bitter for facilitating taking a medicine and/or a dietary supplement including bitterness, the granular jellylike beverage comprising:

0.1 to 15.0% of a bitterness-masking component including a vegetable fat and oil and/or an animal fat and oil,

5 to 20% of a bitterness-masking supplemental component including sugar alcohol,

0.1 to 5.0% of at least one of gelatinizing components selected from the group consisting of agar, carrageenan, gellan gum, furcellaran, gelatin, curdlan, psyllium seed gum, locust bean gum, xanthan gum, guar gum, pectin, arginic acid, arginic acid salt, mannan, and tamarind gum, and

water as remains.

2. A granular jelly drink capable of masking bitter according to claim 1, wherein the beverage further comprises 0.01 to 1.5% of at least one of hydrofuge inhibition components selected from the group consisting of sucrose fatty acid ester, glycerine fatty acid ester, sorbitan fatty acid ester, propylene glycol, and propylene glycol fatty acid ester.

3. A granular jelly drink capable of masking bitter according to claim 1 or 2, wherein the beverage has a pH of 5 to 8.

4. A granular jelly drink capable of masking bitter according to any

one of claims 1 to 3, wherein the jelly strength of a granular jelly indicates 10 to 100g/cm<sup>2</sup> at 20 degrees C.

5. A granular jelly drink capable of masking bitter according to any one of claims 1 to 4, wherein the maximum length of the granular jelly measures 1 to 10mm.

6. A granular jelly drink capable of masking bitter according to any one of claims 1 to 5, wherein the dosage form of the medicine and/or the dietary supplement including bitterness is one of uncoated tablets, powders, fine granules, granules, and syrups or the combination of two or more of these.

7. A granular jelly drink capable of masking bitter according to any one of claims 1 to 6, which is used to take a medicine including bitterness, wherein the medicine includes a basic material having a nitrogen atom within a molecule.

8. A granular jelly drink capable of masking bitter according to any one of claims 1 to 6, which is used to take a medicine including bitterness, wherein the medicine is at least one of medicines selected from the group consisting of steroid, alkaloid, antibiotic, antibacterial agent, agents affecting the central nervous system, narcotic drugs, and Chinese herbal medicine.

9. A granular jelly drink capable of masking bitter according to claim 8, wherein the antibiotic is macrolide antibiotic and/or cephem antibiotic.

10. A granular jelly drink capable of masking bitter according to any one of claims 1 to 9, wherein the vegetable fat and oil of the bitterness-masking component is at least one selected from group consisting of cacao fat and oil, lecithin, soybean oil, salad oil, edible safflower oil, sunflower seed oil, rapeseed oil, corn oil, rice oil, peanut oil, olive oil, sesame oil, linseed oil, coconut oil, palm oil, cocoanut oil, blended oil, margarine, and shortening; and the animal fat and oil thereof is at least one selected from the group consisting of lard, salt-free butter, butter, cheese, cream, meat fat, and fish oil.

11. A granular jelly drink capable of masking bitter according to any one of claims 1 to 10, wherein the sugar alcohol of the bitterness-masking supplemental component is at least one selected from the group consisting of reduced maltose starch syrup, reduced starch syrup, reduced lactose, xylitol, erythritol, sorbitol, and mannitol.